

2007 Sundance Film Festival Special Events Design Project

Request for Proposals

The Sundance Film Festival is seeking an artist and/or an artistic team to design the Sundance Film Festival's Official Parties.

Proposals are requested from artists, design professionals i.e. architects, stylists, performing artists, set designers, etc., and/or teams of artists and design professionals to design and execute the overall look and feel of one or all three of the Official Sundance Film Festival parties: Opening Night Gala, Music on Main and the Awards Night Celebration.

Sundance Institute
P.O. Box 3630
Salt Lake City, UT 84101
Cindy Pullman, Special Events Manager
(801) 328-3456
fax (801) 575-5175

Background

Sundance Film Festival

The Sundance Film Festival, held each January in Park City, Utah, is a program of the Sundance Institute. One of the premiere film festivals in the world, Sundance showcases the best and latest work by filmmakers from around the world. A diverse group of over 38,000 patrons attend the Festival each year, including directors, casts, industry executives, film aficionados, high-level corporate sponsors, and the occasional celebrity.

Sundance Film Festival Special Events

The role of the Special Events team is to plan, manage and support interesting, creative and well organized events for the Sundance Film Festival within defined budgets and limited time frames. Our goal for the 2007 Festival is to present events that are talked about for years to come and are consistent with the distinctive and creative atmosphere of the overall festival. Additionally, we hope to create a party environment where Festival Patrons can meet, relax and enjoy another original experience at the festival.

The design and execution of these events are to be clearly recognizable as Sundance events: fresh, captivating, experimental, creative, innovative.

{2}

Project Elements

Each event design will incorporate, structure, lighting and interpretive elements, with the intent of creating and enhancing the atmosphere of each official Sundance Film Festival Party within time constraints and budgets. Venues will be converted from present use to temporary party environment/atmosphere, integrating the Festival's Presenting sponsors and related recognition/placement with the overall look and feel of the event.

Event Descriptions

Proposals may be submitted for any one or all three of the following events:

1. Park City Opening Gala

- a. Date: Thursday, January 18th, 2007
- b. Description: The kick-off event for the Festival associated with Opening Night premiere screenings.
- c. Time: 6:30 pm to 1:00 am
- d. Location: Legacy Lodge
- e. Set-up Time: 3:00 pm (minimal time allowed), some may be done the day prior
- f. Tear Down: 1:00am, immediately following the event
- g. Attendees: 900 people including filmmakers, pass and package holders, sponsors, press, volunteers and other festival guests.

2. Music on Main Street

- a. Date: Thursday, January 25th, 2007
- b. Description: A free event where the festival and local community mingle in an outdoor/open air environment.
- c. Time: 7:00 pm to 9:00 pm
- d. Location: On lower Main Street in the heart of old town Park City
- e. Set-up: 8:00 am
- f. Tear Down: 9:00 pm, immediately following the event
- g. Attendees: 2500 people including festival patrons and local residents.

3. Awards Night Celebration

- a. Date: Saturday, January 27th, 2007
- b. Description: The Grand Finale of the Festival in celebration of the Filmmakers and the work showcased over the last ten days.
- c. Time: 7:00 pm to 1:00 am
- d. Location: Park City Racquet Club
- e. Set-up: 6:00 am the day prior to the event
- f. Tear Down: immediately following the event
- g. Attendees: 1500 people including filmmakers, pass and package holders, sponsors, press, volunteers and festival guests.

Planning and Production of Project

Artist will create and develop a realistic style and concept of each event within the budget outlined and time constraints. Provide visuals, diagrams, estimated budget proposal and timelines for the design of each event space. In addition they will provide decorations and build outs as appropriate to their plan.

Professional laborers should be included in projected budgets. **If the Artist/Artist team plan to design all three events – all three designs must be submitted at the submission of the RFP.** Otherwise the team will only be considered for the event design submitted.

Special Events Manager will work with the artist on overall plan and format for the event.

Special Events Team will assist with hiring event staff, managing vendors and providing non-professional labor for set-up and tear-down.

Site Description

Please see Attachment 2 for site plans and diagrams for each location.

Considerations

1. The Sundance look and feel: Fresh, challenging, diverse ideas, risk taking, experimental, creative, independence, innovation. An event that will engage our guests in an interactive, relaxing and vogue vibe.
2. The incorporation of an onsite presence for our Festival Presenting Sponsors: Entertainment Weekly, Hewlett Packard, Volkswagen (as of 4/01/06), giving our sponsors clever branding at each event.

Budget/Finances

1. \$5,000 per event is available for all related expenses, including artist and design fees, fabrications, insurance, shipping, installation, documentation, etc.
2. The installation will remain the property of the artist after the event with the exception of any and all items given on loan by our sponsors.
3. Party expenses, i.e. food and beverage, entertainment and related production costs, general lighting and facility set-up – seating, tables, security, etc. will be paid for and coordinated by the Sundance Film Festival.
4. Sundance Film Festival will provide artist transportation to Park City during the festival for the installation, lodging for two days (the day of event and day after) for up to two individuals. Should one artist/team design all three events, housing will be provided for the 10 day duration of the festival. Ground transportation to and from the venue and to and from airport if needed.
5. A pre-site inspection may be arranged for finalists.

Project Promotion

Artists/artistic teams will receive recognition as follows:

1. Artist/team name will be listed in party description in the Sundance Film Festival Film Guide, released approximately one month prior to the Festival with a distribution of approximately 45,000.
2. Artist/team name will be listed on the party ticket, distributed to 2000+ festivalgoers.
3. Artist/team name will be listed in Festival press release announcing artist/artistic team(s) selected. Distributed to over 1,000 media.
4. Artist/team acknowledgment on onsite signage.
5. Artist/team name will be listed on Sundance Film Festival web site seen by over 1 million unique users annually (www.sundance.org).

Opportunity for mention/highlight for artist/artistic team in media coverage based on SFF07 statistics:

1. The Festival appears in newspapers, magazines, radio, and on TV nearly 20 million times during an average Film Festival marketing and press campaign year.
2. Between January and February 2006, almost 1,300 articles were printed in daily and weekly publications around North American (not including international publications).
3. From October to February, the Festival reached a total readership of over 300 million, and a TV viewership of over 100 million people.

Each event is photographed and heavily covered by global press and media. The Festival is the perfect showcase for a visionary and talented artist to create unique and memorable experience party guests, while receiving significant, highly desirable recognition from the large on-site press corps.

Submission Requirements

All artist(s) and/or Design team responding to this request for proposals must submit via email, complete responses to the information requested in this section and note any exceptions to any information contained in the RFP. Proposals will be evaluated based upon the Selection Criteria listed below. Applicants should present information in a clear and concise manner following the format indicated. Contact Name, address, telephone, e-mail and fax numbers of the Artist or Design Professional to receive all Request for Proposals information, or any official correspondence relating to the Project. Please reference the specific event, i.e. Opening Night, Main Street, Awards Night, on all correspondence, including the envelope.

Bio

Brief resume(s)/bio(s) on the artist and/or design team including: selected exhibitions, public art projects, awards, catalogues, current gallery affiliations, parties/events designed, grants/fellowships, and related degrees.

Statement

Please provide a brief artist/design team statement of their design vision and/or ideas for the event (limit 3 typed pages). This statement should outline the proposed theme or concept for the event and the form of the work, its scale, format, medium, colors, lighting and surface qualities.

Visuals

Include any supporting visual material to help clarify the statement for the RFP. Also include visual samples of your past work, and if applicable, materials on any event similar to Sundance Film Festival parties with budgets, photographs and timelines. Please e-mail proposals.

Philosophy

Please provide an Artist/Design professional paragraph outlining your approach in working with a new client, your approach to working within limited budgets and/or to working with non-profit organizations. Include why you feel your philosophy is a good match for Sundance Film Festival and what elements you feel you can bring to the success of the event.

References

Please provide three professional references, preferably for projects completed with any other special event programs.

Deadline for Proposals

Please submit by August 17th, 2006

Selection Process

RFPs will be judged by a committee of Sundance Institute Staff and outside advisors. After evaluating the artists' detailed design proposals, qualifications and design submissions, finalist(s) will be selected for the project. Final proposals will be selected by the selection committee by August 31st, 2006.

Sundance Film Festival Contact

Email all inquires/ Proposals to:

Cindy Pullman

Special Events Manager

Cindy_Pullman@sundance.org

(801) 328-3456 ext. 140

Please submit RFP documents via email.

While all reasonable care will be taken in handling all submissions, the Sundance Film Festival cannot be responsible for lost or damaged materials.

{7}

Attachment 1

Additional Background

Sundance Institute

Founded by Robert Redford in 1981, Sundance Institute is dedicated to the development of artists of independent vision and the exhibition of their new work. Since its inception, the Institute has grown into an internationally recognized resource for filmmakers and other artists. Sundance Institute conducts national and international labs for filmmakers, screenwriters, composers, writers, and theater artists. The annual Sundance Film Festival, a major program of Sundance Institute, is held each January and is considered the premier showcase for American and international independent film. The Institute supports non-fiction filmmakers through the Documentary Film Program by providing year-round support through the Sundance Documentary Fund and a series of programs that nurture their growth, encourage the exploration of innovative nonfiction storytelling, and promote the exhibition of documentary films to a broader audience. Through the Sundance Institute Theatre Program, the Institute is committed to invigorating the national theatre movement with original and creative work and to nurturing the diversity of artistic expression among theatre artists. The Institute also maintains The Sundance Collection at UCLA, a unique archive of independent film.

Additional Resources

For additional information on Sundance Institute or the Sundance Film Festival please visit the following web sites:

www.Sundance.org

www.ParkCity.org

Attachment 2

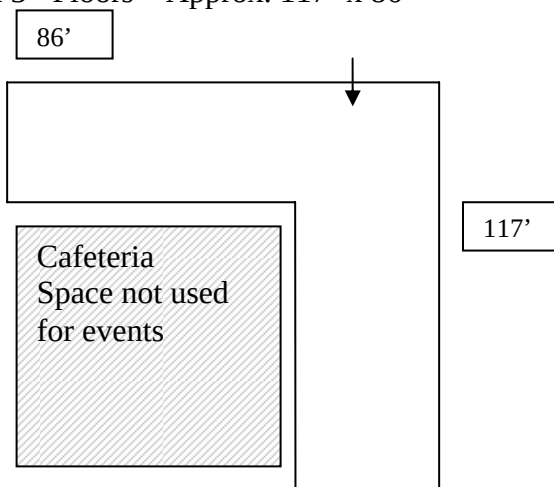
Site Descriptions

Park City Mountain Resort – Legacy Lodge

Ski Resort by day – Party venue by night

1st Floor – check-in, coat check and party entrance

2nd and 3rd Floors – Approx. 117' x 86'



http://www.parkcitymountain.com/winter/services/catering_and_event_planning/index.html

Attachment 2

Site Descriptions

Park City's Historic Main Street

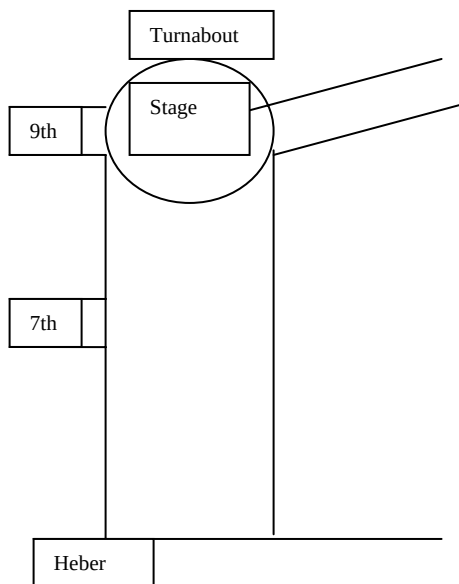
Main Street Concert takes place on "lower main". Several blocks of Main Street are closed off for concert

*Floor layout of party space:

Main Street Dimensions

Main Street blocked from Heber to 9th Street. (Approximately 2 Blocks length)

The stage is located at 9th and Main Street.



Main Street: 58' wide.

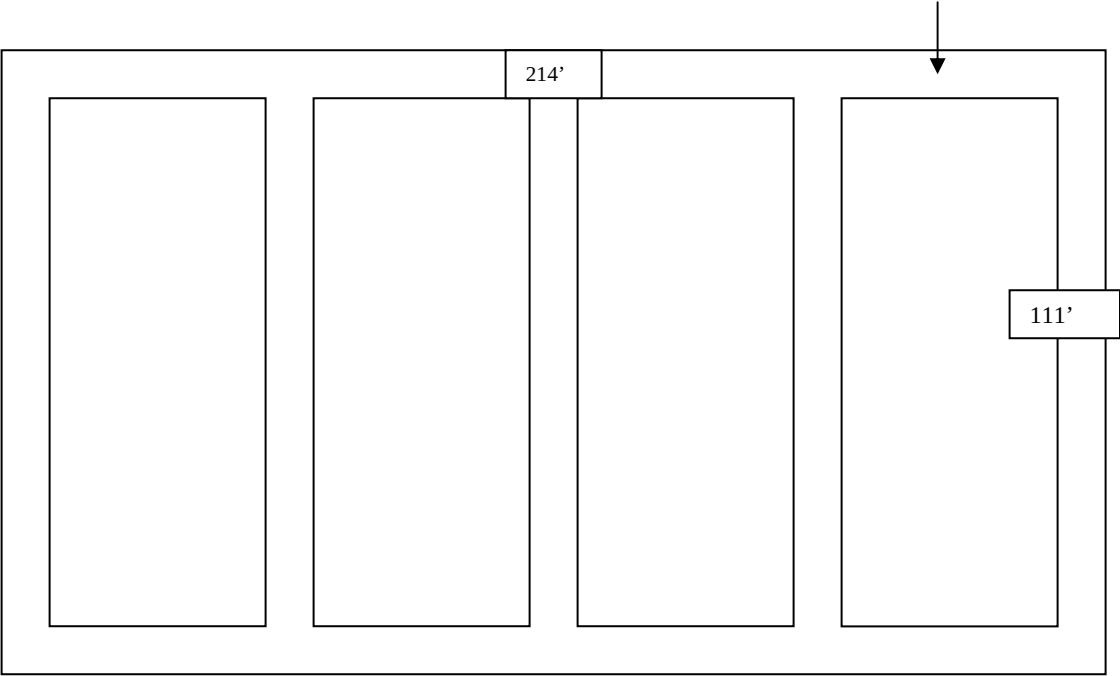
Stage dimensions:

48' wide x 28' deep

Attachment 2

Site Descriptions

Park City Racquet Club
Racquet Facility Dimensions
Tennis Courts
Inside Curtain 111 x 214' – Awards Party Room
Gymnasium 78' 7" x 94' 6" – Awards Ceremony Room



4 tennis courts in space